

Bidders' Conference for Kit for New Parents  
Agenda  
August 29, 2006

I. Overview of Project

- Kit project started in 2001, about 2 Million Kits given out in English & Spanish
- Kit has been authorized for the next 3 years; we expect at least 350,000 Kits to go out annually.
- Chart on 1. Production on page 5 doesn't add up to 350K. This is to give you ideas of production so are approximations. First year of Asian Kit (launch in December 2006) will require higher production level than in future years, but we have no idea what the take on Asian Kits will really be yet.
- There will be a media event for the launch of the Asian Kits. Whenever we advertise the Kits, I notify the contractor that Kit orders may increase as a result so that inventory planning will be effective.
- This contract is for production and procurement of all Kit components. When items are purchased as finished goods, I may negotiate the price. Other times, I may ask you to negotiate a price. Production mostly centers on printing, replicating videos and DVDs, and some translation and designing of materials. The contractor is also responsible for all warehousing, fulfillment, shipping, and inventory control of CCFC's goods. You must provide the insurance for the goods in your control. The State does not insure these goods. You must also pay sales tax on purchased goods. The State charges its own agencies sales tax as it would any profit-making entity.

II. Review of RFP Scope of Work

- This Kit contract is for the items listed in the RFP. Some additional things you should know:
- Additional items or other changes may be made in the future, at the Commission's discretion. You are being asked to bid as though there will be three additional items added in the second and third years of this contract: an infant toothbrush, another DVD, and a pamphlet. Note the specs under Exhibit 1A.
- Inventory--The winning bidder will be responsible for creating an inventory system to track all inventories, do inventory planning, and create reports as needed by CCFC. (Example: report of all items in inventory for custom Kits and county they belong to; Allocation report that identifies allocation amounts and amounts ordered to

date by each county.) All purchase orders to increase inventory will be pre-approved by me.

- Ordering—The winning bidder will be responsible for creating an on-line ordering system for the 58 counties and any of their partners they wish to have direct ordering capabilities. The system must be secure and password-protected and meet all of the requirements enumerated on page 6, 2g. Contractor will be responsible for furnishing a contact person during business hours to assist county staff who have questions and an 800 number and email address where they can contact that person.
- Types of orders—Orders may be made as single one-time orders or as subscription orders. Subscription orders may be placed any time during the year for a future delivery date. Many counties set up their orders and deliveries months in advance with a selected date for delivery.
- Other requirements on-line ordering—
- Maintain a function where the order entry person can look up and auto-populate fields based on previous orders
- Verify whether the recipient can accept pallets and package and route the order accordingly
- Verify whether the recipient has a loading dock and route the order accordingly
- Verify whether the recipient requires a prior delivery appointment and, if so, capture the phone number and extension and ensure that the carrier sets up an appointment prior to delivery.
- Provide ability for the order entry person to input a PO to facilitate receipt of order by recipient
- Provide ability to place multiple orders for each recipient for future delivery and to set the requested delivery date (subscription orders)
- Provide ability to allow the order entry person to decide whether to hold the order or fill with basic Kits if custom Kits are not available
- Provide order confirmation screen
- Provide ability for the county to set up partners with ability to place orders directly into the order management system. Partner orders are put on-hold until released by a county administrator. The county administrator is notified via e-mail when an order is on-hold and awaiting release.
- Provide edit functionality to allow order entry person or county administrator to edit or delete orders after they have been entered
- One week prior to shipment of a subscription order, send an e-mail reminder to the order entry person to alert them to the upcoming shipment
- Provide online tracking reports as well as delivery confirmation with date delivered and delivery confirmation (signature information).
- At the time the order is placed, the order module must check the allocation for the county. If the allocation is exceeded by the order,

a message should be created to the person placing the order to notify them to contact CCFC for allocation changes.

- Assembly—Provide written assembly instructions for the six basic and all custom Kits for pre-approval by CCFC. Maintain enough finished Kits inventory to enable immediate fill of orders.
- Freight—See freight handouts. To receive payment on your entire invoice, all shipping/freight detail must be included with monthly invoice, including every delivery address, ship request date and actual ship date. Note on page 38, A of Exhibit B that you will be paid based on your ability to deliver within 3 working days. The detailed information must be contained on a CD and enclosed with your paper invoice or 20% of your invoice total will be held until that information is received.
- Returns—Returns are part of the freight detail required with the invoice. Additionally, when returns are received, the contractor will put out an email to the entity that ordered alerting them that the return has taken place and that they may be billed for return freight in the future. I receive a copy of all emails sent regarding returns. Returns are also part of the invoice detail required with the invoice for full payment.
- Call Center—Pg 6 K, CCFC maintains a series of toll free numbers for individuals who want to receive one free Kit. Those orders will be sent to the winning bidder electronically every day for filling.

#### Basic Kits/Custom Kits

- About 42% of all Kit assemblies are for Basic Kits.
- That means that about 58% of Kit assemblies are for custom Kits.
- Basic Kits weigh about 4 pounds; custom Kits up to 1 pound more. I must approve all custom Kit items before they can be used. Counties may ship their purchased items to you to store and use in their custom Kits. I authorize all custom Kit storage costs. Most of these authorizations can take place by email. However, if the winning bidder prefers to create forms for these purposes, that is fine as well.

#### Evaluation--

- There are two Phases to the evaluation. The first Phase is worth 100 points and 60 points must be scored to advance to Phase II. I want to point out that there are two sections in Phase I where a minimum score must be reached or you will be disqualified. Section 2a. "Efficiency and feasibility of Work Plan" is worth 30 points and a score of 24 must be reached to stay in the process. Likewise, section 3a. "Management plan and degree to which it ensures the efficient operation of the Project" is worth 25 points and a score of 21 must be reached to stay in the process.
- Phase II is the cost proposal, with a total score of 50 points that will go to the lowest bidder, and a percentage of 50 points will go to each bidder based on their cost proposal. For example, if the lowest bid is \$10

Million, that bidder will be awarded 50 points. If your bid is \$12 Million, you will receive 43.5 points. ( $10M \div 12M = 83\% \times 50 \text{ points} = 43.5 \text{ points}$ )

- The score from Phase II will be added to the score from Phase I for a total score.

#### Budget—

- See Attachment 3 for the Cost Proposal Worksheet. You must use this worksheet. All costs associated with this contract must be put into one of these categories, since the contract will be funded only with the total identified in the winning proposal. No other funds outside of this worksheet can be identified and added to the funded contract.
- We are looking at the total cost of your bid to produce 350,000 Kits per year for three years, developed by creating a “per Kit cost” that you will use to multiply by 350,000 Kits X 3 years.